



KSHB-TV

ORDER

Flight Dates **10/11/12-10/16/12**

Contract / Revision **314393 /** **Mo-US Sen-Todd Akin-2012**

Original Date / Revision
10/10/12 10/10/12

Advertiser **Akin / Republican / Senate**

Agency **Strategic Media Placement**

Buying Contact

**7669 Stagers Loop
Delaware, OH 43015**

Product

Mo-US Sen-Todd Akin-2012

Agency Com 15%

Billing Contact

**7669 Stagers Loop
Delaware, OH 43015**

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:10:00

Estimate # **2888**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL CAND

Product Codes PL

Priority P-2

Advertiser Ref

Primary Account Executive
Tara Washburn

Account Executive	Order%	Start Date	End Date
Tara Washburn	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
KCPT	%	
KCTV	%	
KCWE	%	
KMBC	%	
KMCI	%	
KPXE	%	
KSMO	%	
UNKWN	100%	
WDAF	%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	8	\$3,230.00	\$3,800.00	0.00
Totals	8	\$3,230.00	\$3,800.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/16/12	8	\$3,230.00	\$3,800.00

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	KSHB	10/15/12	10/16/12	NBC Action News at 5p NBC Action News at 5p	CM	5-530p	11-----	:30	2	\$400.00	P-2	0.00 NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	11-----		2		\$400.00		0.00				
N 2	KSHB	10/11/12	10/12/12	NBC Action News at 6p NBC Action News at 6p	CM	6-630p	----F--	:30	1	\$600.00	P-2	0.00 NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	----F--		1		\$600.00		0.00				
N 3	KSHB	10/15/12	10/16/12	NBC Action News at 6p NBC Action News at 6p	CM	6-630p	11-----	:30	2	\$250.00	P-3	0.00 NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	11-----		2		\$250.00		0.00				



KSHB-TV

Print Date: 10/10/12

Page 2 of 2

Contract / Revision **314393** Flight Dates **10/11/12-10/16/12**

Hiatus Dates

Original Date / Revision 10/10/12/ 10/10/12

Order Sep 00:10:00

Advertiser **Akin / Republican / Senate** Product **Mo-US Sen-Todd Akin-2012** Estimate # **2888**

														<u>Totals</u>		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
N 4	KSHB	10/11/12	10/11/12	M-F 630-7p M-F 630-7p	CM	630-7p	---T---	:30	1	\$1,100.00	P-2	0.00	NM	1	\$1,100.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	---T---			1			\$1,100.00		0.00				
N 5	KSHB	10/15/12	10/16/12	M-F Late News M-F Late News	CM	10-1035p	11-----	:30	2	\$400.00	P-3	0.00	NM	2	\$800.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	11-----			2			\$400.00		0.00				
														Totals	8	\$3,800.00